

CLAIMS

5 We claim:

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- 10 1. A label comprising:
a transparent element to pass ambient light and backlight;
a transflective element juxtaposed to the transparent element to pass the
backlight, but reflect the ambient light.
- 15 2. A system as recited in claim 1, wherein the transparent element includes
label data.
- 15 3. A system as recited in claim 1, wherein the transflective element
comprises a metallic transflective film.
- 20 4. A system as recited in claim 1, further comprising an electroluminiscent
light to produce the backlight.
5. An electronic device comprising the label as recited in claim 1.
- 25 6. A label comprising:
a light transmissive element;
a light generating element to provide backlight for the light transmissive
element; and
a transflective element interposed between the light generating element and
the light-transmissive element to pass backlight generated by the light generating
30 element out through the light transmissive element, but reflect ambient light passed in
through the light transmissive element back out through the light transmissive
element.

7. A system as recited in claim 6, wherein the light transmissive element comprises data printed thereon.
8. A system as recited in claim 6, wherein the light generating element
5 comprises an electroluminiscent light.
9. A system as recited in claim 6, wherein the transflective element
comprises a metallic transflective film.
10. A system as recited in claim 6, wherein the label exhibits visually different
appearances depending upon whether the light transmissive element is illuminated by
the backlight or the ambient light.
11. A system as recited in claim 6, wherein the label exhibits a first color
15 when the light transmissive element is illuminated by the backlight and a second color
when the light transmissive element is illuminated by the ambient light.
12. An electronic device comprising the label as recited in claim 6.
- 20 13. An assembly comprising:
a backlight source to generate a backlight; and
a label that reflects ambient light and emanates the backlight when the
backlight is generated.
- 25 14. An assembly as recited in claim 13, wherein the backlight source
comprises an electroluminiscent light.
15. An assembly as recited in claim 13, wherein the backlight source is
separate from the label.

16. An assembly as recited in claim 13, wherein the label comprises:
a transparent element; and
a transreflective element juxtaposed to the transparent element to pass the
5 backlight, but reflect the ambient light.

17. An electronic device comprising the assembly as recited in claim 13.

18. A method comprising:
10 passing backlight emanating from behind a label out through the label; and
reflecting ambient light received from in front of the label back through the
label.

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